BUSINESS AND SOCIETY

A Journal of Interdisciplinary Exploration

Published as a service by the BUSINESS RESEARCH CENTER,
COLLEGE of BUSINESS ADMINISTRATION, ROOSEVELT UNIVERSITY
430 S. Michigan Ave., Chicago 5, Illinois

Contents

AUTUMN 1960 VOLUME 1 NUMBER 1

EDITORIAL
3 : Declaration of Interdependence

PHILOSOPHY
5 : Value Research in Business, Economics Long Overdue
WALTER A. WEISSKOPF and RICHARD THAIN

POLITICS
9 : Politics as the Business of the Businessman
ROBERT RUNO

RHETORIC
14 : How to Scare the Ghost
RICHARD W. RALSTON

JOURNALISM
18 : Finds Newspaper Financial Sections Often Editorial Slag Heaps
F. N. KARMATZ

PSYCHOLOGY
24 : Promotional Psychologists Sour Some Executives
ARTHUR E. HOOVER

VIDEO
27 : Our 14 Year Old Giant Is Not the Monster He's Pictured
PARLIN C. CLARK

RESEARCH CENTER REPORT
33 : More Chicago Statistical Data Exists Than Is Utilized
HASKEL BEN ISHAY

Single Issue Price: 60 cents
Subscription Price: $2 for two years
Published semi-annually, Autumn and Spring

BUSINESS AND SOCIETY

A Journal of Interdisciplinary Exploration

Published as a service by the BUSINESS RESEARCH CENTER,
COLLEGE of BUSINESS ADMINISTRATION, ROOSEVELT UNIVERSITY
430 S. Michigan Ave., Chicago 5, Illinois

Contents

AUTUMN 1960 VOLUME 1 NUMBER 1

EDITORIAL
3 : Declaration of Interdependence

PHILOSOPHY
5 : Value Research in Business, Economics Long Overdue
WALTER A. WEISSKOPF and RICHARD THAIN

POLITICS
9 : Politics as the Business of the Businessman
ROBERT RUNO

RHETORIC
14 : How to Scare the Ghost
RICHARD W. RALSTON

JOURNALISM
18 : Finds Newspaper Financial Sections Often Editorial Slag Heaps
F. N. KARMATZ

PSYCHOLOGY
24 : Promotional Psychologists Sour Some Executives
ARTHUR E. HOOVER

VIDEO
27 : Our 14 Year Old Giant Is Not the Monster He's Pictured
PARLIN C. CLARK

RESEARCH CENTER REPORT
33 : More Chicago Statistical Data Exists Than Is Utilized
HASKEL BEN ISHAY

Single Issue Price: 60 cents
Subscription Price: $2 for two years
Published semi-annually, Autumn and Spring

BUSINESS AND SOCIETY

A Journal of Interdisciplinary Exploration

Published as a service by the BUSINESS RESEARCH CENTER,
COLLEGE of BUSINESS ADMINISTRATION, ROOSEVELT UNIVERSITY
430 S. Michigan Ave., Chicago 5, Illinois

Contents

SPRING 1961 VOLUME 1 NUMBER 2

EDITORIAL
3 : We've Thrust and Seem to Orbit

PHILOSOPHY
5 : Attempting to Reduce Confused Nonsense of Business Ethics
WAYNE A. R. LEYS

GOVERNMENT
11 : Private Enterprise Liberates by Decentralizing Power
DEXTER M. KEEZER

SOCIAL SCIENCE
14 : An Essay on Man, Consumer of Symbols
HENRY O. WHITESIDE

MATHEMATICS
18 : Usefulness of Higher Math Just Dawning on Untrained Managers
PHILIP KOTLER

SPEECH
23 : Converting Talk Into Action by "Joint Creation Catalyst"
GLEN E. MILLS

SOCIOLOGY
26 : An Emerging Type—the Organization Professional
LEE BRAUDE

RESEARCH CENTER REPORT
30 : A Reasoned Approach to 1960 Metropolitan Population Data
BISMARCK S. WILLIAMS

ACADEMICS
34 : The Part-Time College Teacher, A Virtually Untapped Resource
BERNARD H. BAUM

Single Issue Price: 60 cents
Subscription Price: $2 for two years
Published semi-annually, Autumn and Spring